



2013-2014 Final Report Guidelines

Your team's final report must include either a video or PowerPoint and a written summary of your campaign. Videos should be no longer than 7-8 minutes, PowerPoints no longer than 15 slides, and written summaries should be no longer than 2 pages. The video/PowerPoint and final report must:

- Clearly explain the campaign and how it helped make teens safer drivers (1 minute or 1-2 slides/ 1 paragraph)
- Describe each activity, including what was done, when, how, and the results (3 minutes or 3-6 slides/ 1 page)
- Describe how Ford Driving Skills for Life and AAA Keys2Drive were used (1 minute or 1-2 slides/ two paragraphs)
- Explain the community outreach and media involvement (1 minute or 1-2 slides/ 1 paragraph)
- Include the evaluation of the campaign goal(s) (1 minute or 1-2 slides/ 1 paragraph)
- Contain the completed [Expense Tracking Form](#) with copies of receipts and invoices (1 page, written summary only)
- Be submitted by **March 28, 2014** to:
Department of Communication
Attn: Strive For a Safer Drive
404 Wilson Road, Room 573A
East Lansing, MI, 48824

Failure to follow these guidelines will result in disqualification from the judging process. Disqualified schools will be ineligible to attend the prize hands-on driving events. Any questions should be directed to your Strive for a Safer Drive project manager or [Linda Fech](#) at (517) 241-2533.